

Application Serial No. 10/537,935  
Reply to office action of April 16, 2008

PATENT  
Docket: CU-4238

**Amendments To The Claims**

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The listing of claims presented below will replace all prior versions, and listings,  
of claims in the application.

**Listing of claims:**

1. (currently amended) A method for generating a search result list in response to a search request input from a searcher through a communication network, comprising the steps of:

determining ~~the lowest~~ a lowest limit bidding price for each of a plurality of keywords, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword;

receiving bidding prices higher than or equal to the lowest limit bidding price and tender conditions including the keyword and a predetermined search listing display method for a search listing from each of a plurality of network information providers, wherein the received bidding prices are hidden from each of the plurality of network information providers;

determining successful bids of the network information providers for the keyword based on the tender conditions and the bidding prices, to sell a keyword good associated with the predetermined search listing display method through a tender;

associating at least one portion of the search listings with the keyword and the predetermined search listing display methods, to maintain a database including a plurality of search listings;

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receiving a search request from a searcher;  
identifying search listings associated with keywords corresponding to the search request;  
arranging said at least one portion of the search listings according to the predetermined search listing display methods of the successful bids when arranging the identified search listings; and  
generating the search result list including the arranged at least one portion of the search listings.

2. (previously presented) The method as claimed in claim 1, wherein the predetermined search listing display methods are specified by a form of display and ranking of the search listings.
3. (previously presented) The method as claimed in claim 1, wherein said at least one portion of the search listings is randomly arranged in a placement zone specified by the search listing display method when arranging said at least one portion of the search listings.
4. (original) The method as claimed in claim 1, wherein predetermined keywords are sold during only a predetermined period of time through the tender.
5. (previously presented) The method as claimed in claim 1, wherein the step of

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selling the keywords through the tender is individually performed for each of said at least one portion of the search listings.

6. (previously presented) The method as claimed in claim 1, wherein remaining search listings except said at least one portion of the search listings are arranged independent of the predetermined search listing display method.

7. (original) The method as claimed in claim 1, wherein the keywords sold through the tender are premium keywords determined by a predetermined criterion.

8. (original) The method as claimed in claim 1, wherein the tender conditions selectively further include information on network information providers or a predetermined display period of time.

9. (currently amended) A method for generating a search result list in response to a search request input from a searcher through a communication network, comprising the steps of:

maintaining a plurality of search listings including URLs associated with network information providers;

determining ~~the lowest~~ a lowest limit bidding price for each keyword, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated

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with a preference for the each keyword;

receiving keywords associated with the search listings and bidding prices associated with the keywords from the network information providers, the bidding prices being higher than or equal to the lowest limit bidding price, wherein the received bidding prices are hidden from the network information providers;

selecting a successful bidder among a plurality of network information providers associated with the keywords according to a predetermined criterion associated with the bidding prices after a tender period of time expires, wherein the tender period of time is a period of time in which the bidding prices are accepted; and

generating a search result list including at least a portion of the plurality of search listings in response to the search request,

wherein at least one portion of the plurality of search listings is arranged in a predetermined search listing placement position.

10. (previously presented) The method as claimed in claim 9, wherein the search listing placement position is determined before the bidding prices are received from the network information providers.

11. (previously presented) The method as claimed in claim 10, further comprising the step of receiving information on a predetermined display period of time from the network information providers,

wherein when the network information providers are selected as a successful

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bidder, search listings associated with the network information providers are arranged in the predetermined search listing placement position during the predetermined display period of time, and a position of the arranged search listings is not changed.

12. (previously presented) The method as claimed in claim 9, wherein the step of selecting the successful bidder includes selecting a plurality of the network information providers as successful bidders,

wherein said at least one portion of the search listings is arranged according to rankings determined by the bidding prices of the successful bidders within a placement zone specified by the search listing display methods.

13. (original) The method as claimed in claim 9, further comprising the steps of:

offering instant purchase prices to network information providers; and

instantly selecting the network information providers as successful bidders if the instant purchase prices are received as the bidding prices from network information providers.

14. (original) The method as claimed in claim 13, wherein the instant purchase prices are determined in consideration of past successful bid prices of the keywords.

15. (original) The method as claimed in claim 9, wherein the step of selecting the successful bidder further includes the step of regarding a successful bid as an

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unsuccessful bid in at least one of the followings:

a case where a purchase rejection intention is received from the successful bidder,

a case where the successful bidder does not purchase a successful bidden keyword within a predetermined period of time, and

a case where a purchase rejection intention is once again received after the predetermined period of time expires.

16. (original) The method as claimed in claim 15, further comprising the step of reselling keywords if the successful bid is regarded as an unsuccessful bid,

wherein the step of reselling the keywords includes one of a first-come first-served system, a re-tender system and a next order bidding price selection system.

17. (original) The method as claimed in claim 9, wherein if a plurality of same bidding prices are received, the successful bidder is selected in consideration of at least one of a tender sequence, a display period of time, an actual advertisement use result, a credit of network information providers.

18. (cancelled)

19. (original) The method as claimed in claim 9, further comprising the step of opening the highest bidding price or a bidding price list.

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20. (original) The method as claimed in claim 19, wherein the highest bidding price or the bidding price list is not opened during a predetermined period of time before a tender period of time expires.

21. (original) The method as claimed in claim 9, further comprising the step of offering keywords similar to keywords received from the network information providers to the network information providers.

22. (original) The method as claimed in claim 9, wherein the step of receiving the bidding prices includes the step of limiting the number of receipt of bidding prices from same network information providers to the predetermined number of times or demanding an additional price if bidding prices are received above the predetermined number of times.

23. (original) The method as claimed in claim 9, further comprising the step of offering a result for the search request associated with the keywords to the successful bidder,

wherein the result for the search request includes at least one of the number of exposures, the number of clicks and a click rate.

24. (previously presented) The method as claimed in claim 9, wherein the step of

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maintaining the plurality of search listings includes the step of maintaining search listings including URLs associated with network information providers and image files associated with the network information providers.

25. (previously presented) The method as claimed in claim 24, wherein at least one portion of the search listings arranged in the predetermined search listing placement position is arranged with the image files included.

26. (currently amended) A method for generating a search result list in response to a search request input from a searcher through a communication network, comprising the steps of:

determining ~~the lowest~~ a lowest limit bidding price for each keyword, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword;

receiving web page titles, web page descriptions, image files, keywords and bidding prices associated with web pages of the network information providers from network information providers, the bidding prices being higher than or equal to the lowest limit bidding price, wherein the received bidding prices are hidden from the network information providers;

generating search listings in real time substantially by combining the web page titles, the web page descriptions and the image files, and offering the generated search

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listings to the network information providers;

receiving confirmation inputs of the network information providers for the generated search listings;

selecting a successful bidder among a plurality of network information providers that provided confirmation inputs, wherein the successful bidder is selected according to a predetermined criterion associated with the bidding prices;

associating the keywords with the search listings of the successful bidders;

receiving a search request from the searcher;

identifying search listings associated with a keyword corresponding to the search request; and

offering the identified search listings to the searcher by arranging the identified search listings in a predetermined position of a search result web page.

27. (previously presented) The method as claimed in claim 26, further comprising the steps of:

receiving a correction request for one or more of web page titles, web page descriptions and image files from the network information providers; and

correcting the search listings in real time substantially in response to the correction request and offering the corrected search listings to the network information providers.

28. (currently amended) A method for generating a search result list in response to a search request input from a searcher through a communication network, comprising

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the steps of:

determining ~~the lowest~~ a lowest limit bidding price for each keyword, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword;

receiving keywords and bidding prices from network information providers, the bidding prices being higher than or equal to the lowest limit bidding price, wherein the received bidding prices are hidden from the network information providers;

selecting a successful bidder among a plurality of network information providers associated with the keywords, wherein the successful bidder is selected according to a predetermined criterion associated with the bidding prices;

receiving a web page title, a web page description and an image file associated with a web page of the successful bidder from the successful bidder;

generating a search listing in real time substantially by combining the web page title, the web page description and the image file, and offering the generated search listings to the successful bidder;

receiving a confirmation input of the successful bidder for the generated search listing;

associating the keywords with a plurality of the confirmed search listings;

receiving a search request from the searcher;

identifying search listings associated with a keyword corresponding to the search request; and

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offering the identified search listings to the searcher by arranging the identified search listings in a predetermined position of a search result web page.

29. (previously presented) The method as claimed in claim 28, further comprising the steps of:

receiving a correction request for one or more of a web page title, a web page description and an image file from the successful bidder; and

correcting the search listings in real time substantially in response to the correction request and offering the corrected search listings to the successful bidder.

30. (currently amended) A system for generating a search result list in response to a search request input from a searcher through a communication network, comprising:

**a network information provider inputting a bidding price into the system for generating a search result list;**

a tender conditions receiving unit for receiving tender conditions including keywords and search listing display methods, and **the inputted** bidding prices higher than or equal to ~~the lowest~~ **a lowest** limit bidding price from network information providers, the lowest limit bidding price being determined for each keyword and determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword,

**wherein the received bidding prices are hidden the network information**

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providers, and

wherein the tender conditions selectively further include information on  
network information providers or a predetermined display period of time;

a successful bid making unit for making a successful bid for the keywords based  
on the tender conditions and the bidding prices;

a storing unit including a plurality of search listings;

a search performing unit for:

associating the plurality of the search listings with the successfully bidden  
keywords and search listing display methods;

identifying search listings having the keywords corresponding to the search  
request in response to a search request received from a searcher; and

arranging at least one portion of the search listings according to the search  
listing display methods; and

a search request receiving unit for receiving a search request from a searcher via a  
communication network.

31. (previously presented) A computer-readable recording medium in which a  
program for implementing a method according to claim 1 in a computer is recorded.